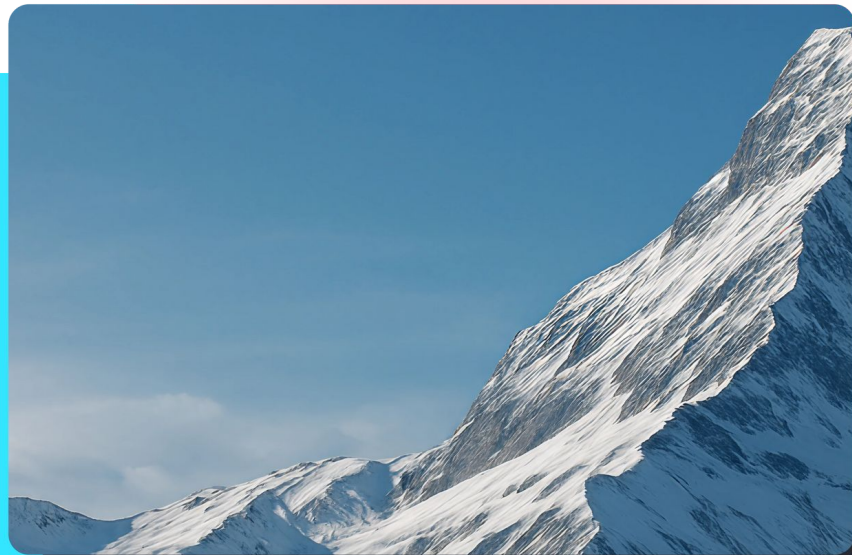




Fractional GTM

Executive-level impact. Part-time commitment.



What is Fractional?

Fractional GTM leadership is a part-time, high-impact engagement — typically a set number of days per month — where I act as a senior partner on go-to-market strategy and execution.

Depending on your needs and stage, I might work alongside the founder, support an existing CRO or VP, or fill a temporary leadership gap.

You get embedded support from someone who's scaled teams, built playbooks, and helped companies grow from \$0 to \$50M+ ARR.



Why Fractional?

Startups are always chasing the next milestone — product-market fit, first \$1M ARR, first GTM hire, international expansion, the next fundraise. **Each stage demands a different strategy and playbook.**

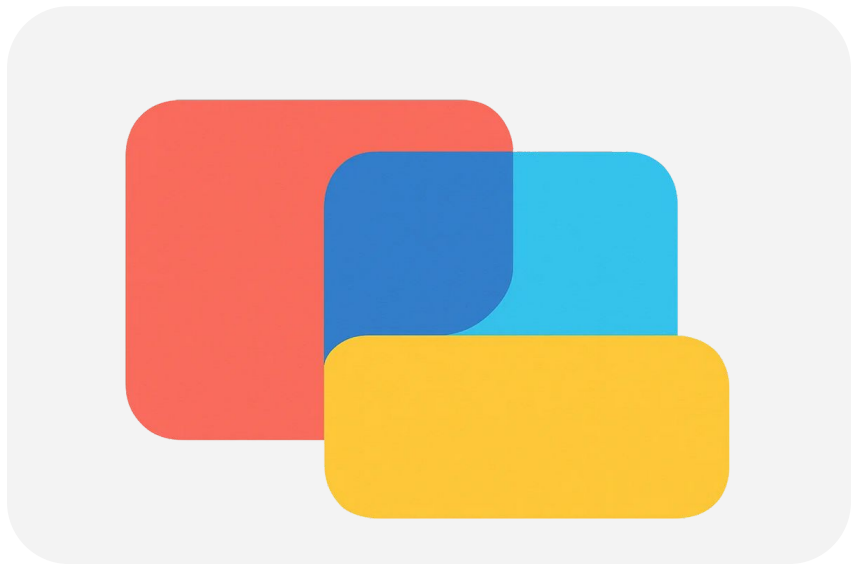
Fractional GTM leadership gives you access to someone who's been there and done it — without the cost or commitment of a full-time exec.

- ✓ Avoid common mistakes
- ✓ Move faster with more clarity
- ✓ Build the right GTM engine for this stage — and the next one

Startups don't need more theory. They need structured, pragmatic support to hit the next milestone — and not stall out getting there.

Who we work with

Partnering with those responsible for driving growth.



Founders

You're building product, hiring, and raising — but GTM is unclear. Fractional support gives you a clear GTM strategy and focus, structure and accountability with a partner to guide decisions and maintain momentum.

CROs & Exec Teams

You need bandwidth, coaching, and trusted support — fast. Your time is stretched, but execution can't slip. Fractional support helps you Sharpen GTM execution, Coach managers & unblock teams allowing you to stay focused on what matters.

Investors

Your portco needs commercial help — but not a full-time exec. Fractional support offers embedded GTM leadership with operator insight to steady the ship. Strategic input you can trust

What's included?

Each engagement is different and we'll design the support you need together. Typically, this can include:

- A set number of working days each month (e.g. 2, 4, or 8)
- Strategic input on GTM focus, sales execution, pricing, and org design
- Weekly/Monthly sync or async reviews
- 1:1 coaching for founders, managers, or sales leads
- Help diagnosing performance issues across funnel or team
- Weekly planning or pipeline reviews
- Contribution to board or investor reporting
- Feedback on hiring plans, candidate interviews, and team structure
- Input on sales decks, messaging, or value prop
- "On-call" support via Slack/email for async questions
- A trusted sounding board for key decisions and growth bets



Engagement Tiers

	Time	Focus	Rationale	Typical Price
Advisor	~1–3 days/month	Strategic priorities	Founder/Exec strategic partner	2,000–4,000
GTM Partner	~4–5 days/month	Regular cadence of GTM Support	Drive execution and maintain momentum across GTM priorities	4,500–7,500
Fractional CRO	~8–9 days/month	Embedded leadership	Fully integrated Fractional CRO or GTM exec	8,000–12,000

*Bespoke engagement plans can be designed.
 If you just need a one-off check our [GTM Audits](#) may be better suited for you.*

Why Skald?

Operator-first, not just advice

I work alongside your team — helping you execute, not just observe. From pipeline reviews to hiring decisions, I'm hands-on where it counts.

Built for scale — across functions

I've held executive roles in Revenue, Sales, Product Marketing, Product Strategy, and HR. That gives me a holistic view of what makes startups and scaleups succeed — and where they get stuck.

\$0 to \$50M+ ARR, across markets

I've helped scale a company from seed stage to global reach, managing growth across the UK, EU, US, and APAC. I've seen the playbooks evolve — and break.

Trusted by founders, CROs, and investors

Skald exists to support those accountable for growth. Whether you're building from scratch or scaling what works, I help you do it faster — and better.



Book a call & let's get started



[Book a call](#)



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